THE LINUX FOUNDATION

OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

Event Sponsorship Prospectus

June 22 – 24, 2020
JW Marriott Austin, Austin, Texas

THE **LINUX** FOUNDATION

TABLE OF CONTENTS

Contact us at
sponsorships@linuxfoundation.org
to secure your sponsorship.

@lisancao
#OSSummit has **by far been the most passionately inclusive conference** I have been to thus far. From washroom signs, to the abundance of diversity talks, and the people themselves- the commitment to changing the face of #tech has been unreal. I hope other conferences take note!

Rikki Endsley • @rikkiends
Open source: Come for the tech. Stay for the people.
#OSSummit

OPEN SOURCE SUMMIT
THE LINUX FOUNDATION
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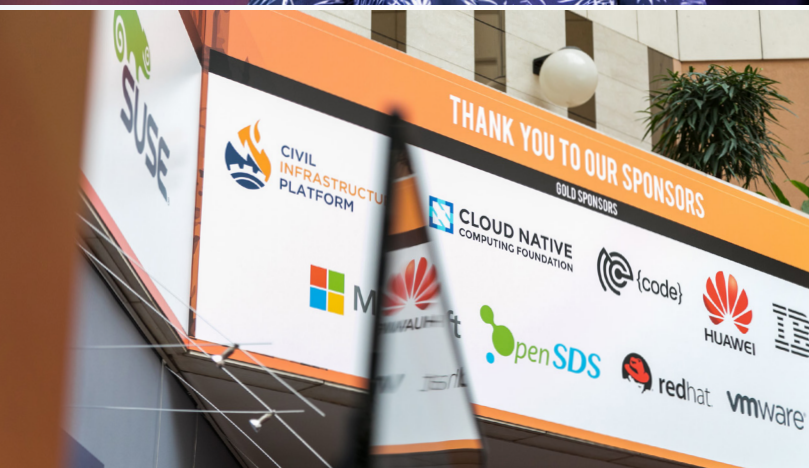
June 22-24, 2020 | Austin, TX

Open Source Summit is the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

Open Source Summit covers both pivotal cornerstone technologies, as well as new and emerging open source projects and technologies. Open source software and technologies are a leading indicator of where companies are investing resources for technology development. By bringing the latest open source projects and leading technologists together in one place, Open Source Summit has become a forum for defining and advancing technology development in the years ahead.

Embedded Linux Conference (ELC), co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 15 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

Attendees join the event to:

- Learn about the latest trends in open source
- Explore career opportunities with the world's leading technology companies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source to gain efficiencies and increase innovation internally
- Gain a competitive advantage learning about new innovative open solutions & technologies
  Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

Sponsorships offer a multitude of benefits:

- Valuable mindshare from developers, technologists and business leaders
- Increase brand awareness & recognition
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community

2000+ Attendees gather at Open Source Summit + Embedded Linux Conference North America annually.

A huge shoutout to the @linuxfoundation and everyone involved in putting together a great event #OSSummit. Great location, amazing networking, catching up with older friends and mentors in #OpenSource and lots of learning." **-Sudheesh Singanamalla**

"Very late to the party but wanted to give a shout out to @linuxfoundation for hosting an amazing #OSSummit. Met a lot of fabulous people and got to learn about cool new technologies! Execution was excellent on all levels." **- Angela Chin**

Who Attends:

- **Developers**
  Software Developers, Programmers, Maintainers
- **Operations**
  IT Architects, System Administrators and DevOps professionals
- **Business & Community**
  Business and Community Leaders, Academics, Students, Media and Analysts

Of OSS + ELC NA 2019 Attendees Surveyed:

- Over **34%** attend only one conference annually, while **52%** attend 4 or fewer conferences a year, making OSS + ELC NA a valuable place to connect with this audience.
- **52%** said they make purchasing decisions or influence purchasing decision makers
- **96%** said that the event was a valuable use of their time

Why They Attend:

- To learn about the newest and most interesting open technologies
- To get access to leading experts in both formal and informal settings
- To gain a competitive advantage learning the latest on innovative open solutions
- To explore career opportunities with the world's leading technology companies
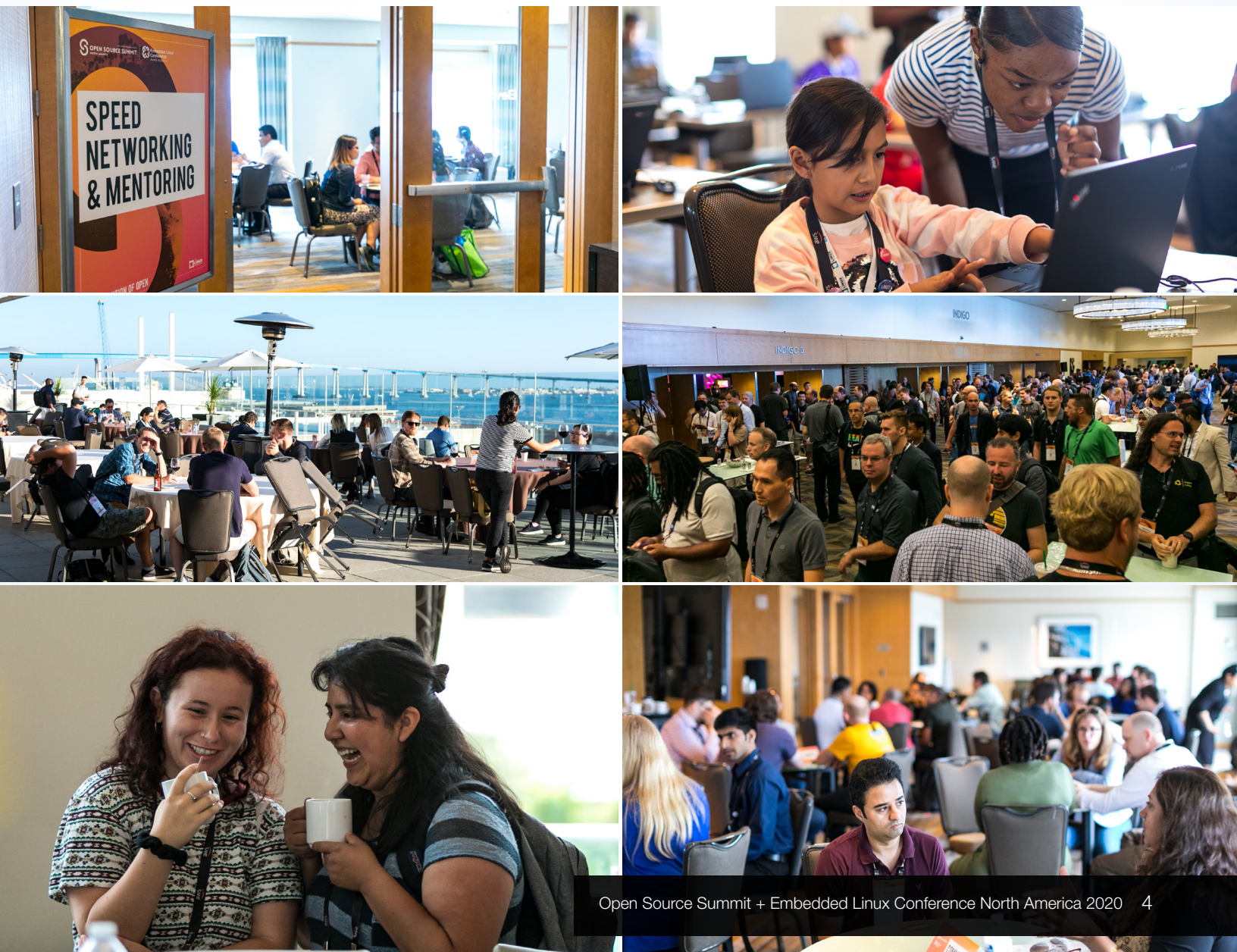
Open Source Summit & Embedded Linux Conference Demographics

Women and non-binary individuals comprised nearly a quarter of attendees
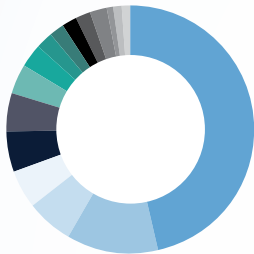
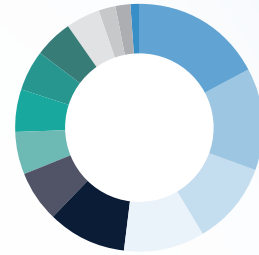## Industry

- Software / Internet **46%**
- Computer Hardware or Consumer Electronics **12%**
- Internet & Web Services **6%**
- Education / Research **5%**
- Telecommunications **5%**
- Other **5%**
- Aerospace / Defense **4%**
- Media / Publishing **3%**
- Industrial Manufacturing & Machinery **2%**
- Government **2%**
- Healthcare / Medical Devices / Rx **2%**
- Automotive / Transport **2%**
- Carriers / Telecommunications **2%**
- Retail / E-Commerce **1%**
- Energy **1%**
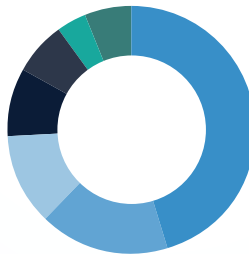- Transportation / Logistics / Warehousing **1%**
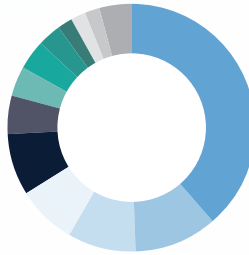
Job Function

- Developer **39%**
- Architecture **11%**
- Sales/Marketing/Business Development **9%**
- Executive Management (VP/CxO) **8%**
- IT Operations - DevOps **8%**
- Student **5%**
- Product Management **4%**
- Program Office Leader **4%**
- IT Operations - Sys Admin **3%**
- Media/Analyst **2%**
- Professor/Academic **2%**
- Legal / Compliance **2%**
- Other **4%**

Job Level

- Individual Contributor **46%**
- Manager **17%**
- Director **12%**
- Other **9%**
- Academic **7%**
- VP / SVP / GM **4%**
- CXO/ED **6**%

Interests

- Linux **72%**
- Cloud & Containers **56%**
- Security & Compliance **45%**
- Networking **44%**
- Automotive, Embedded & IoT **43%**
- Blockchain & Data **28%**
- Community & Program Office Managemnet **23%**
- Javascript & Web Platforms **23%**
- Edge **22%**
- Deep Learning **21%**
- AL, ML, & DL **18%**
- Energy **10%**
- Motion Picture **8%**
- Other **4%**
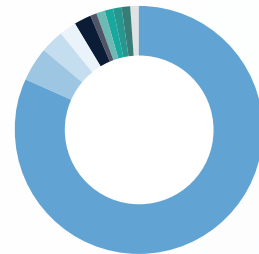
Country

- United States **77%**
- Canada **4%**
- India **3%**
- Japan **2%**
- United Kingdom **2%**
- Germany **1%**
- Isreal **1%**
- France **1%**
- South Korea **1%**
- China **1%**
- Mexico **1%**

- **1808 Attendees** from **48 Countries**
- **79% of Attendees** from the **US, Canada and Mexico**
- **65% of Attendees** in **Technical Roles**

- **2019 Sponsors generated between 94 and 442 leads per booth**
- **9 out of 10** of attendees visited sponsor booths onsite

Don't take our word for it. See what attendees had to say about OSS + ELC NA 2019.

VMware Open Source @vmwopensource · Follow

We agree @sdxcentral, #OSSummit 2019 was a huge success! But they ask an important question & we look forward to helping answer it with the entire community.

How Will Open Source Deal With Success? - SDxCentral
Last week's Open Source Summit event in San Diego was a brilliant display of the ecosystem's well-deserved success. But what's next?
sdxcentral.com

9:00 AM - 3 Sep 2019

Sethu Sathyan @isethu · Follow

Here is my experience attending the Open Source Summit North America. link.medium.com/y54r1ewPEZ Thanks to @linuxfoundation for this opportunity. I had a lot of learnings, made new connections and found projects to contribute. @Lisbethmcnabb #ossummit

Open Source Summit North America 2019
I am absolutely thrilled to share that I got the opportunity to attend the Open Source Summit + Embedded Linux Conference by the Linux…
link.medium.com

8:57 AM - 2 Sep 2019

Jill Bryant Ryniker @jill_linuxgiri · Follow

The LinuxChix LA had a wonderful time at #OSSummit in San Diego!!! Thank you to the @linuxfoundation for such a great event and to all the wonderful people we met and had great conversations with!!! 😀 🐧🐧🐧 @smichelleism @NicoleCasares

12:28 PM - 25 Aug 2019 from Torrance, CA

Jono Bacon @jonobacon · Follow

Safe travels home, #OSSummit, folks. As usual, always a wonderful time seeing you all. Thanks again to the @linuxfoundation team and the program chairs for all the hard work. Until Lyon!

3:28 PM - 23 Aug 2019
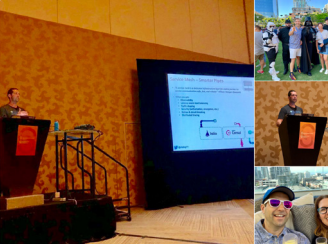

Nithya Ruff @nithyaruff · Follow

One of my favorite events to see new possibilities and new industries adopting #opensource. The power of collaboration at work. Thank you @angelatlf and #OSSummit team!

3:00 PM - 24 Aug 2019

Brian Redmond @chzbrgr71 · Follow

Great week in San Diego at the #OSSummit with two talks about open source and the great work by the Azure team. Also great to have @SweetDee529 with me. We found some time for fun in San Diego too!

12:44 PM - 24 Aug 2019 from San Diego, CA

Suzanne Ambiel @rosso_velo · Follow

@vmwopensource fabulous team fabulous show! #ossummit thanks @linuxfoundation

7:55 PM - 23 Aug 2019

Georg J.P. Link @GeorgLink · Follow

I enjoyed a week of reconnecting with friends and making new friends at #OSSummit and #CHAOSScon. Ethiopian dinner was a great way to put a cherry on top. Tomorrow, I fly back home to #Omaha.

Dawn Foster @gaekygirldawn
Delicious Ethiopian food to celebrate the end of the Open Source Summit with friends.

9:14 PM - 23 Aug 2019

Dr. Erik Riedel @er1p · Follow

sad that I had to leave a few hours early, because it meant missing planned conversation with great #community friends, and unplanned meetings with lovely new folks - another excellent #OSSummit - looking forward to Lyon and Austin

6:26 PM - 23 Aug 2019

Imad Sousou @imadsousou · Follow

Proud of our team at #ossummit NA this week. The confidential computing consortium launched intel.ly/33O4aB3 solid technical breakout sessions, keynotes and demos. Amazing to see the culmination of work across Intel and with our industry partners!

Intel Joins Industry Consortium to Accelerate Confidential Computing | Intel …
By Lorie Wigle Leaders in information and infrastructure security are well versed in protecting data-at-rest or in-flight through a variety of methods.
newsroom.intel.com

4:14 PM - 23 Aug 2019

Better Allies™ @betterallies · Follow

To be inclusive at our events, I'll borrow these ideas from #ossummit:

Nursing Room
Complimentary childcare
Venue Accessibility
Quiet Room
All-Gender Restrooms
Communication Stickers
Pronoun Stickers

#Allyship #InclusionMatters

8:22 AM - 28 Aug 2019

Anton Ruchkin @anton_ruchkin · Follow

Last day of #osssummit is up and running! This was a really neat event!

10:56 AM - 23 Aug 2019 from San Diego, CA

Sean Kerner @TechJournalist · Follow

What an amazing event from @linuxfoundation #osssummit

8:27 PM - 22 Aug 2019 from USS Midway Museum

Tobie Langel @tobie · Aug 24

Online conference are the future. It's increasingly irresponsible to fly folks across the planet when half of it is on fire and the other half is melting. But the huge value of conference is the "hallway track." How do we replicate that online?

💬 13   ⟲ 10   ♡ 81

Georg J.P. Link @GeorgLink · Follow

Replying to @tobie

been thinking about this since joining @Bitergia. In #CHAOSSproj, I believe our weekly Zoom calls build trust. However, there is no serendipity. / Just last week at #OSSummit, I met many interesting people in sessions - the hallway track was useful to deepen our conversations.

11:18 AM - 27 Aug 2019

Mariana Balla @mariana_balla · Follow

I knew that #OSSummit is going to be fun, but THIS IS NOT WHAT I EXPECTED TO SEE! 😍 This was pawfect! 😍😍😍

10:54 AM - 23 Aug 2019

Lance Albertson @ramereth · Follow

Had a great week at @OpenPOWERorg summit and #OSSummit … Also happy to be home tonight

10:23 AM - 23 Aug 2019

Don't take our word for it. See what attendees had to say about OSS + ELC NA 2019.

"It was my first time at OSS and it couldn't have been better. I was able to network with other people interested in my work. "

- MARIA IGNACIO

The OSS was a blast! I was able to meet so many awesome people, learn about projects going on in the community, and attend several very informative talks. 10/10 would recommend!

- SAMANTHA COYLE

As a newbie in the industry, I was definitely a bit intimidated before I attended OSS, but everyone from industry experts to students who attended the conference were so enthusiastic to share their knowledge that it turned my intimidation into a motivational factor! This is a must attend for people who want to learn and grow!

- VICTOR BASU

During the "hallway track", I go out of my way to talk to people I've never met because most of us are introverts. I'm always impressed by what people are doing and it fills me with optimism and new ideas. -- KATHY GIORI, MOZILLA IOT

OSS NA 2019 is amazing and mind blowing. I enjoyed every minute of it from the keynotes session, k8s session, cloud sessions, expo, USS Midway and of course, Kairan Quazi keynotes

- RAMESH KUMAR

I really like the diversity in projects that are featured at the conference. It really shows how open source is changing so many industries around the world.

- ROBERT TREAT // XZILLA

PAST ATTENDEES INCLUDE:

Application Development Senior Analyst
Accenture

Senior Data Engineer
Activision

Senior Site Reliability Engineer
Adobe

Telecommunications Engineer
Adrift

Chief Systems Architect
Advantage Systems Management Corp.

Software Engineer
Akamai Technologies

Solutions Architect
Albertsons Companies

DevOps Engineer
Alea Software

Project Manager
Allianz Germany

Software Developer
Alpha Technologies Ltd.

Software Engineer
Altamira

Principal Engineer
Amadeus

Software Development Engineer
Amazon

Head of Open Network Technology
Amdocs

Regional CEO
American Red Cross

Engineering Manager
Apex Clearing

Systems Architect
Apple

Junior Architect
Arc'teryx Equipment

Principal Software Engineer
ARM

Director
AT&T

Manager, IT Web Development
Bank Of Canada

Systems Administrator
BC Housing

Open Networking Evangelist
Big Switch

Executive Director
Black Boys Code

Executive Director
Blockchain Ecosystem

Software Engineer
Bloomberg LP

DevOps Engineer
Braintree

Senior Training Engineer
Brunson Education

Developer
BuySellAds

Senior Developer
Candian Broadcasting Corp

Lead Software Engineer
Canonical

Software Engineer
Capital One

Software Engineer
CareCru Inc.

Manager, Business Technology
Central 1 Credit Union

Chief Security Officer
ChainSafe Systems

Staff, UNIX Systems Administrator
Charles Schwab & Co.

Site Reliability Engineer
Chewy.com

Engineer
China Unicom

Senior Software Engineer
Ciena

Enterprise Monitoring Engineer
Cincinnati Financial Corp

Software Engineer
Cisco Systems

CTO
Citus Health, Inc.

Solutions Architect
Classmethod Canada

Infrastructure Engineer
ClearEdge

Software Engineer
Cloudreach

CTO
Codescoop

Senior Software Engineer
Collabora

VP Deputy General Counsel
Comcast

Solutions Architect
Commerce Bank

Solutions Architect
Compassion International

FOSS Compliance Officer
Continental Automotive Systems, Inc

Software Developer
Copperleaf Technologies

Software Engineer II
Cvent

Research Engineer
D. E. Shaw Resaerch

Manager, Infrastructure Services
D7: Arizona Data Science Initiative

Digital Service Expert
Defense Digital Service

Senior Manager
Deloitte

Development & Security Operations
Deluxe Corp

Systems Engineer
Demonware

Software Engineer
DENSO

Engineering Manager
Digital Ocean

Researcher
Digital Security Group

Platform Architect
Discover Financial Services

Unix System Administrator
Divertissements Gameloft Inc

Software Engineer
DoD

Data Scientist
Driscolls' Strawberry Assoc

Software Engineer
Drive.ai

Chief Scientist
DriveScale, Inc.

Software Developer
Earls Restaurants

Software Engineer
Excella

Software Development Engineer
Expedia

Software Engineer
Facebook

Tech Lead
FairVentures

Director, Open Source Governance
Fidelity Investments

Global Cloud Infrastructure Architect
Finning

Director Lands & Government Affairs - First Nations
First Nations Lands & Government

Managing Partner
Forefront

Director of TM - Cyber Security
Fortinet

Managing Director
FutureChalk Software Inc.

Analyst
Gartner

Sr Software Engineer
General Dynamics

Founder
GirlScript Foundation

Systems Engineer
GitHub

Senior Automation Consultant
Gladiator Automation Corp.

Head of Open Source Strategy, GCP
Google

Software Developer
Government of Canada

Principal Engineer
Groupon

Engineering Manager
HashiCorp

Staff Engineer
Heptio

Senior Researcher
Hitachi

Research Scientist
Honeywell International

Senior Principal Engineer
Hughes Network Systems

CTO
Hyper

CTO Global Technology Developer Advocacy
IBM

Analyst
IDC

Production Engineer
ILM / Disney

PAST ATTENDEES INCLUDE:

VP, Engineering Capabilities
Indeed

Chief Information Architect
ING

Chief Architect
Inspur

Firmware Engineer
Intel

VP Operations
Intelligent Systems Services Inc.

Director, Systems Engineering
IntercontinentalExchange

Robotics Software Engineer
Intuitive Surgical Inc.

Principal Design Engineer
Jabil, Inc.

Managing Director, Head of Engineering
JP Morgan Chase

Software Developer
JSonar, Inc.

Kernel Developer
Jump Trading LLC

DevOps Engineer
Jungle Scout

Director, Business Systems
Kal Tire

Data Recovery Specialist and GIS Analyst
Kano Geographical Information System

Senior Manager
KPMG

VP Segments and Strategic Initiatives
Linaro

AI Developer
Lucent Technology Inc.

Senior Software Engineer
Lyft

UI Engineer
Macys.com

Storage Engineer
MailChimp

Principal Engineer
Mastercard

Software Developer
MediaValet

Data Scientist
Medium

Developer Advocate
Mesosphere

Director, Open Source Programs Office
Microsoft

DevOps
Monsanto

QA Community Mentor
Mozilla

IT Manager
Mr. Lube Canada

Principal Software Engineer
National Instruments

Security Researcher
National Security Research Institute

Systems Administrator
Navarik Corp.

System Analyst
NCCI Holdings, Inc.

Linux Systems Engineer
Nestle Purina

Community Developer
NoKidBehind

Senior Software Engineer
Nonzero Software

Senior Engineer
Northwestern Mutual

Software Engineer
NVIDIA

HPC System Administrator
Oak Ridge National Laboratory

Team Lead, Product
Ontario Digital Service

Senior Solutions Architect
Optum

Kernel Hacker
Oracle

Network Analyst
Pacific Blue Cross

TiKV Engineer
PingCAP

Data Engineer
Pinterest

Software Engineer
Pivotal

Senior Software Developer. Tools & Automation
Polycom

Linux Kernel Developer
Positive Technologies

Software Engineer
Puppet

Software Architect
QAware

Director, Engineering
Qualcomm

IT Director
R&O Construction

SRE
RealSelf

Ansible Community Architect
Red Hat

Principal System Architect
RingCentral Inc

Software Engineer
Rocket Software

Senior Manager of Analytics
Rocky Mountaineer

Lead Architect and Sr. Director
Rogue Wave Software

Principal Developer, FME Server Team Lead
Safe Software Inc.

Senior Software Developer
Salesforce

Senior Software Engineer
SaltStack

Software Developer
Samsung

Director, Developer Relations
SAP

Network Architect
Sauce Labs

R&D Director
Schneider Electric

Software Engineering
Schweitzer Engineering Laboratories

Community Manager
Serverless

Principal Network Architect
Shaw Cablesystems

Chief Technology Officer
Shutterstock

SoftwareDeveloper
Siemens Technology and Services Pvt Ltd

Systems Engineer
Sophos

Senior Engineer, VP
State Street Canada

VP of Operations
Storj

DevOps Engineer
StrongMind

CTO Architect
Sungard Availability Services

Director, Engineering
SUSE

Senior Vice President, Information Technology
T-Mobile

Senior Developer
Talemetry

Software Engineer
Talend

Sr. Manager – WebBroker Development
TD Bank Group

Web Programmer
TekCitadel

Solutions Architect
Telos Vancouver

Senior Technology Architect
TELUS

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 7 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•				
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15-minute Keynote	5-minute Keynote	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation Events channel.	3x	2x	1x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available)	20'x20'	15'x15'	10'X10'	10'x10'	6'x6'
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

Each opportunity listed includes 2 conference passes for sponsoring company. Please note, these additional opportunities are not eligible for the LF member discount.

Open Source Summit Speed Networking & Mentoring Session General Sponsor
$5,000 • 2 AVAILABLE

Sponsors will received recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.
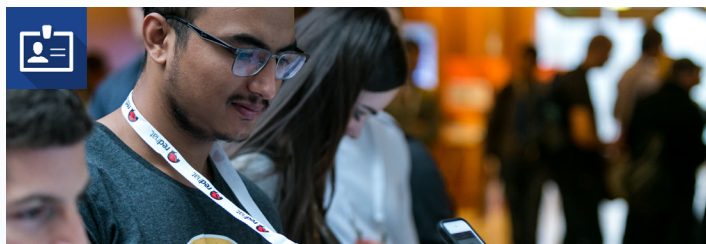
Women in Open Source Lunch**
**$15,000 • 1 AVAILABLE**

100-150 expected attendance
Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch. Optional giveaway, provided by sponsor, must be approved by The Linux Foundation.

Lanyards $10,000 • 1 AVAILABLE

Every attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. *Level sponsorship required.*
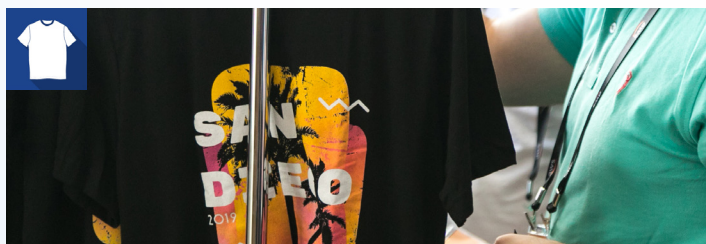
Attendee T-Shirt $15,000 - LEVELED SPONSOR
$20,000 - NON-LEVELED SPONSOR

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Keynote Live Stream & Recording
$10,000 • 1 AVAILABLE

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Attendee Lounge** $5,000 • 3 AVAILABLE

Sponsor a themed lounge such as Linux, Embedded or Cloud. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.
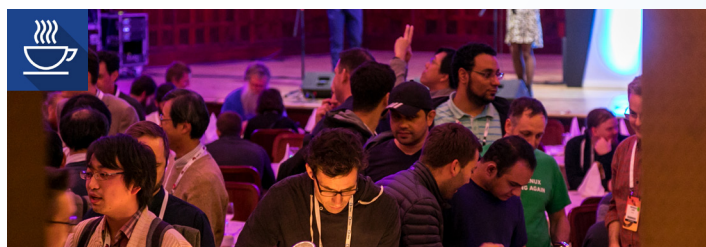
Onsite Happy Hour & Onsite Reception
$12,500 • 1 AVAILABLE

1,000 expected attendance
Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. *Level sponsorship required.*

'Better Together' Diversity Evening Mixer $15,000

100-150 expected attendance
Show your support of the underrepresented minorities in our community by hosting an evening mixer to allow them to meet and support each other. Includes sponsor signage and verbal recognition at mixer. Sponsorship will cover light appetizers, unlimited non-alcoholic beverages and one drink ticket per attendee.

**Promotional name of this event may change

PROMOTIONAL MARKETING OPPORTUNITIES (CON'T)
Contact us at sponsorships@linuxfoundation.org to secure your sponsorship,
request additional details or discuss custom options.

Breakfast & Breaks $20,000 • 1 AVAILABLE

Sponsorship includes prominent branding at all breakfast & break stations.
Level sponsorship required.

Attendee Evening Event $20,000 AND UP
Please contact us for customized offers.

850-1,000 expected attendance
A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event and sponsor signage throughout the venue.

Lunch & Learn $15,000 FOR 50 PEOPLE, $25,000 FOR 100 PEOPLE

An opportunity to host a group of attendees and deliver your key message and thought leadership. Sponsorship includes lunch for specified number of attendees, promotion of lunch through all event channels and the opportunity to program lunch at your discretion.
Level sponsorship required.

Diversity Empowerment Summit Host
$10,000 • 1 AVAILABLE

Sponsorship includes prominent recognition in the DES session space(s), as well as recognition on the event website, and general conference and DES-specific signage.

First-time Attendee Breakfast**
$7,500 | 1 AVAILABLE

200 expected attendance
Sponsorship includes prominent recognition at the first-time attendee breakfast, opportunity to make an announcement, as well as recognition on the event website and conference signage.

Host an Evening Event $5,000

We're offering sponsors the opportunity to host their own evening event which we'll promote to attendees. Plan a party for 50 or 500; be as creative as you'd like. Sponsor is responsible for all coordination and fees related to the event. We'll get the attendees there by promoting through emails and onsite announcements to attendees.

Note: A level sponsorship is required for this option.

**Promotional name of this event may change

THE LINUX FOUNDATION

Technologies Covered
By Event:

Linux Systems
Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Cloud Infrastructure
Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

Applications
Node+JS Interactive, ASC API Specifications Conference

Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, DPDK Summit

IoT, Embedded & Automotive
Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning
Open Source Summit, Open Networking & Edge Summit, Open FinTech Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management
The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open FinTech Forum, The Linux Foundation Member Legal Summit

Cloud Native Applications
KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

Hardware
OpenPOWER Summit, RISC-V Roadshow

Invitation-Only Events
LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation events are where 35,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2018 LF EVENT **AUDIENCE SNAPSHOT**

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

ATTENDANCE

32,000+ attendees

28% YoY Growth

REPRESENTING

11,000 organizations

Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
1 - 99	15%
100 - 499	16%
500 - 4999	27%
5000+	42%

7.2%
of attendees
from Canada

6.9%
of attendees
from Germany

5.5%
of attendees
from the UK

More than
46%
attendees are
from the US

3.7%
of attendees
from Japan

4%
of attendees
from China

3.7%
of attendees
from India
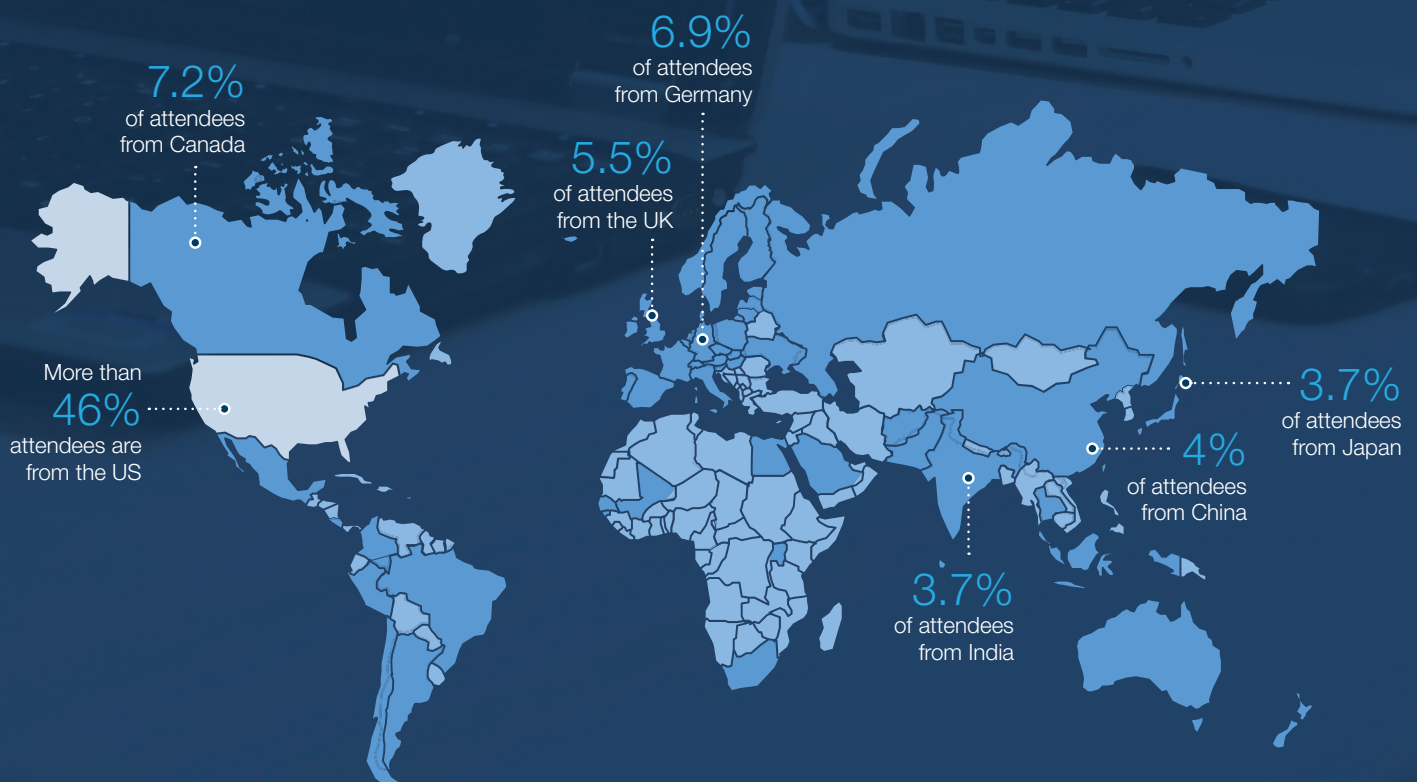
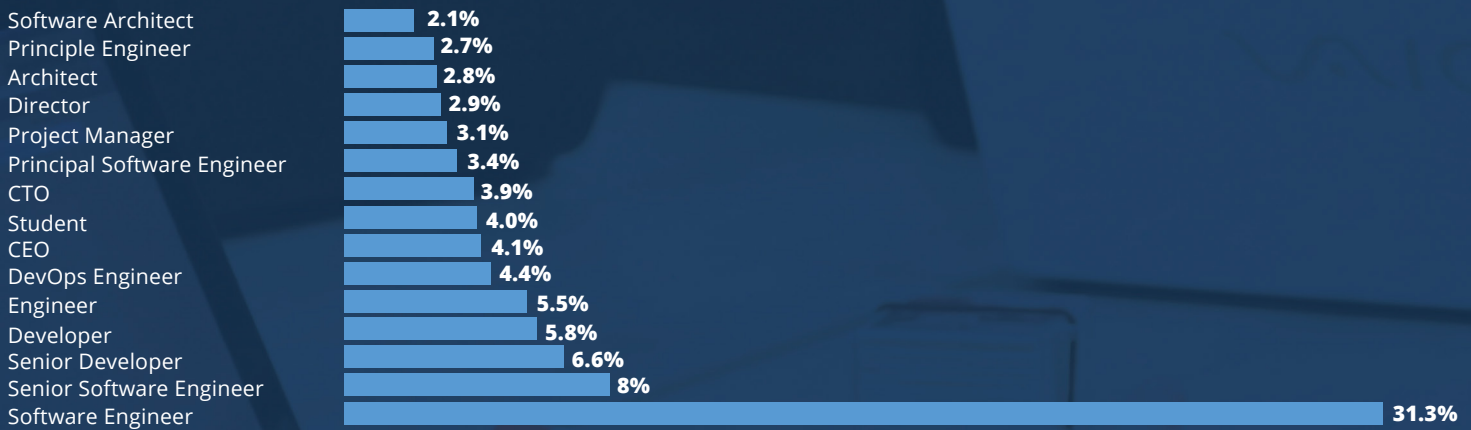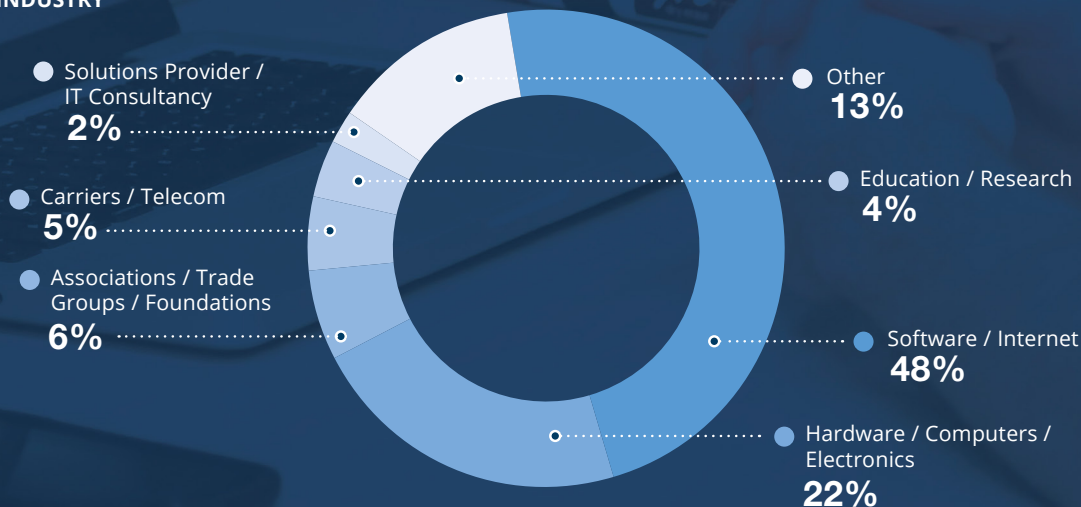# 2018 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles

Role	%
Software Architect	2.1%
Principle Engineer	2.7%
Architect	2.8%
Director	2.9%
Project Manager	3.1%
Principal Software Engineer	3.4%
CTO	3.9%
Student	4.0%
CEO	4.1%
DevOps Engineer	4.4%
Engineer	5.5%
Developer	5.8%
Senior Developer	6.6%
Senior Software Engineer	8%
Software Engineer	31.3%

AUDIENCE BY INDUSTRY

- Solutions Provider / IT Consultancy **2%**
- Carriers / Telecom **5%**
- Associations / Trade Groups / Foundations **6%**
- Other **13%**
- Education / Research **4%**
- Software / Internet **48%**
- Hardware / Computers / Electronics **22%**

PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

Press & Media information is from 2018 events and will be updated by 12/31/19 with 2019 information.

7,500+ media clips with **152,000,000+** impressions

90,000+ social media engagements on Facebook, Google+ & Twitter

374,000,000+ event keyword impressions on social media

Over **150** press in attendance

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

THE LINUX FOUNDATION

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

www.events.linuxfoundation.org